

A Proposal for Citrus Centre

The Value Of Art In The Workplace

Properly executed, art energizes and personalizes a workspace. It reflects an attitude, sets a tone, and — more importantly — ties together all the design elements. It is also a critical component — on par with light, air, ergonomics, and quiet spaces — in the ongoing conversation about methods for making employees feel better about their environment and be more productive at work.

Art is a great wayfinding tool, where colors and images can be used to visually reference an area or location. An office's design only goes so far in identifying how a company wants to be perceived by its employees and clients; art increases the visual cues of a building. Art is good for business and enhances the identity of a building for ownership.

The Value Of Art In The Citrus Centre

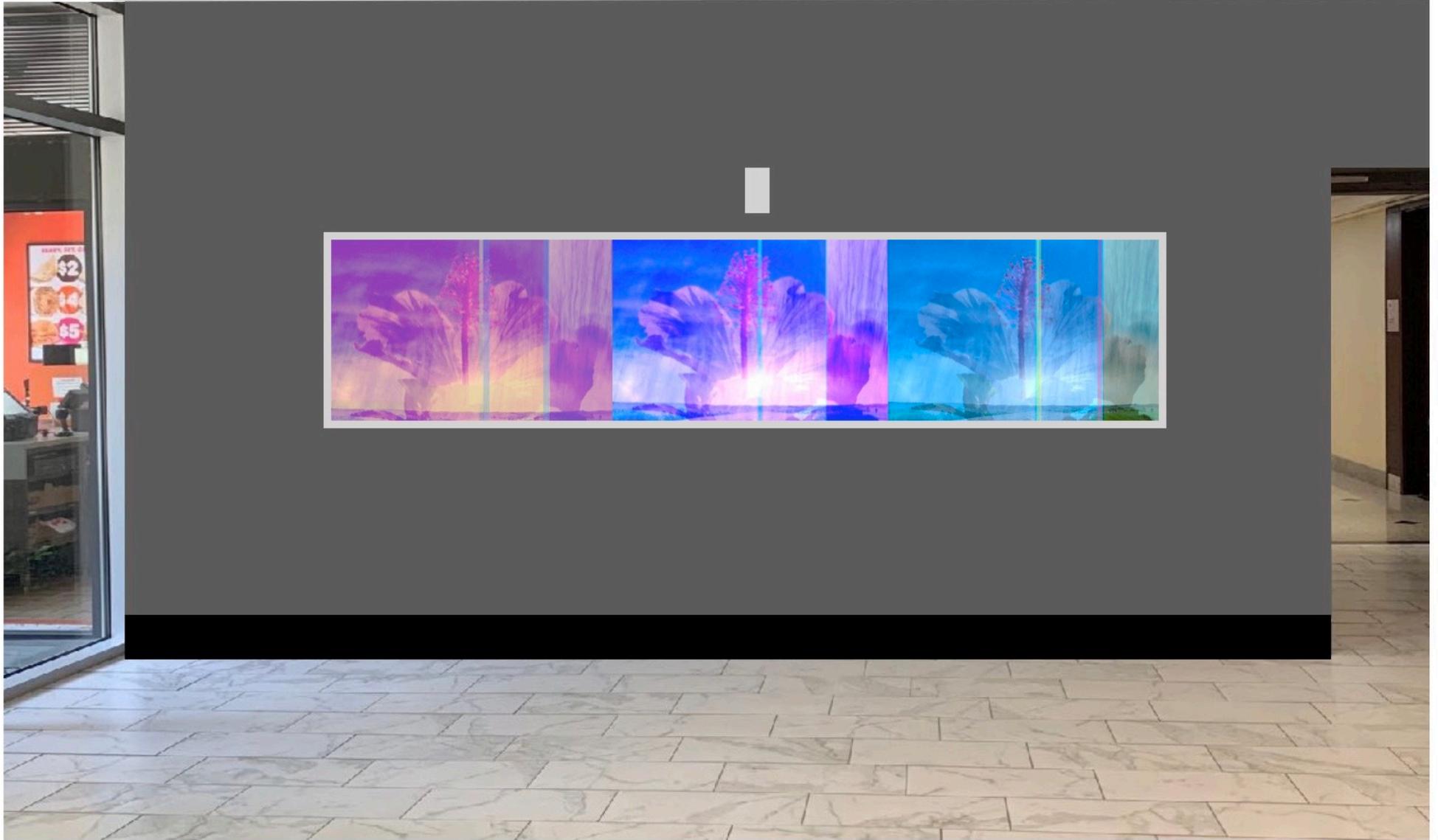
In suite 101 of the Citrus Centre there is a professional artist & designer who has been creating works of art for over 50 years, Robert Sterling Scott. . . that's me. My first stint in this building lasted 15 years. Then, I was gone for 8 and have returned for 6 more years. Why? Because I have a fond affection for this building, its location, even its parking garage. Personally, I think it is one of Downtown Orlando's most effecient office buildings.

However, the Citrus Centre lacks one of the major elements that are the hallmark of notable commercial buildings, a specific collection of fine art.

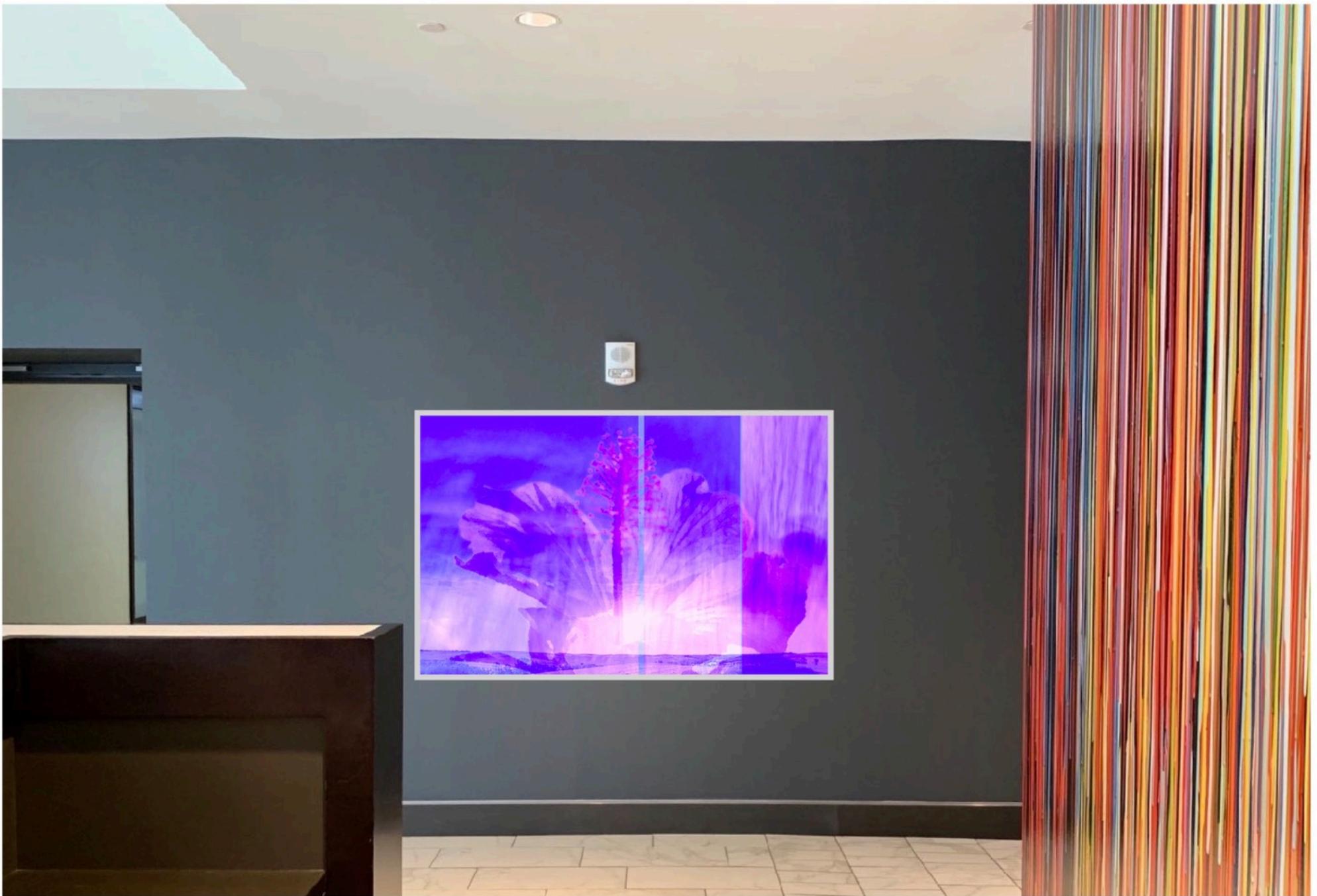
I am proposing to change that. During the last lobby renovation, the designers / architects created a space that made a move in the right direction but, did not go far enough. The addition of a well envisioned and executed series of artworks for the lobby will raise the value of the space, add warmth and, create spacial defination for visitors.

Following is an initial visual proposal of how the lobby space can be elevated for tenants and visitors alike. My artworks in this proposal are intended to begin the conversation. My complete portfolio can be viewed online at:

www.rsterlingcott.com



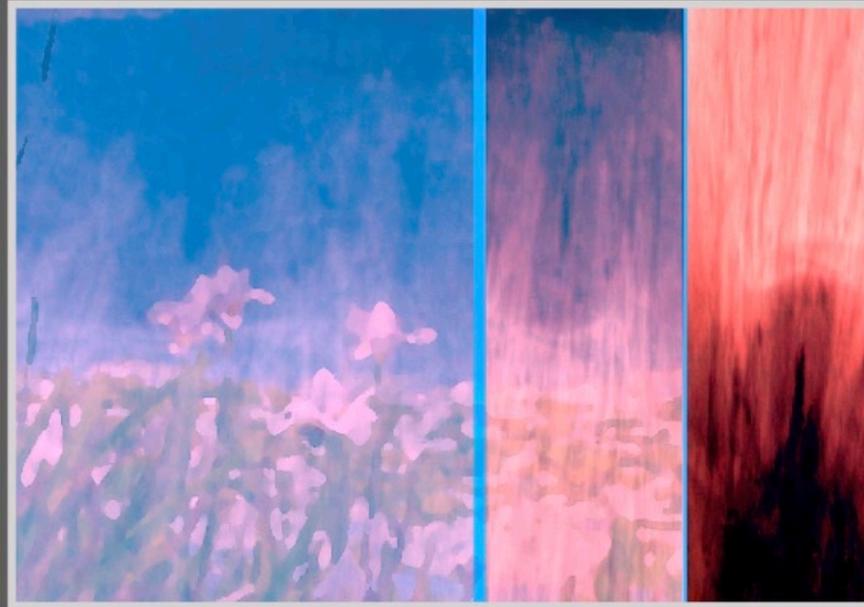
Northwest wall of lobby



Northeast wall of lobby



South wall of lobby next to BB&T



North wall next to mail room

The Possibilities Are Many . . .

The aforeshown illustrations are simply examples I selected from my portfolio. There are numerous avenues we can take from an artistic perspective. Following are a few more examples of the many possibilities . . .



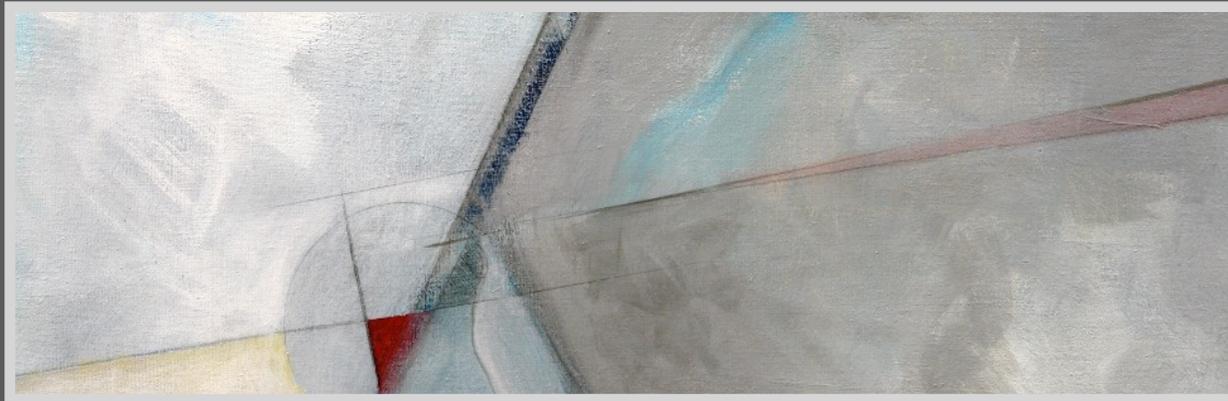
The artwork could be more abstract in nature, as shown above.

Northwest wall of lobby



The artwork could be more pictorial in nature, as shown above.

Northwest wall of lobby



The artwork could be more graphic in nature, as shown above.

Northwest wall of lobby

The General Concept

My concept for Citrus Centre lobby artwork is to create a collection of fine art pieces that support and enhance the existing design of the space and serve as a focal point for our tenants and prospective tenants. The design elements, as one enters the building, should evoke a sense of warmth and invitation for visitors and tenants alike.

This space, as it exists presently, is sterile. It does nothing to draw attention to the quality and prestigious location of the building as it sits in the core of downtown Orlando. Enhancements such as updating elevator or floor entries certainly help an aging building to present the notion that Citrus Centre is in position of updating its image to make it competitive with other Class A buildings in the core. However, nothing stimulates an image better than a organized collection of fine art created specifically for that purpose.

In today's world of new commercial, and industrial space design, art has become a very important element - on par with light, air, ergonomics, and quiet spaces - in the ongoing conversation about methods for making employees feel better about their environment and be more productive at work.

Where do we go from here?

OK, here comes the usual initial question . . . What will it cost?

The exact cost of design, development, creation and installation will be determined once the selection and theme of the artworks have been chosen. Then, I will be able to arrive at concrete pricing structure. I can tell you this, it will be much less expensive than you can imagine.

Let's discuss the possibilities.

Together, we can elevate this building's visual value and place it in the top tier of Downtown Orlando's commercial space.



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